

# SOFT-GOOD COMPETITIVE ANALYSES: JOHNSON OUTDOORS – DIVING



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Celebration of Scholars 2015: Exposition of Student & Faculty Research, Scholarship & Creativity

## Abstract

Velocity Consulting was asked to audit and assess the diving soft good competitive product landscape for SCUBAPRO and SUBGEAR and to provide perspective on target markets, segmentation, and innovation in the soft goods area for each of the following brands:

SCUBAPRO, SUBGEAR, Aqua Lung, Atomic Aquatics, Oceanic, Mares and Cressi Sub

## Research Process:

Audit and pricing data was compiled between November 12, 2014 and January 25, 2015. Audit data was compiled from each respective brand's website. Price data was compiled from LesurePro.com and customer data was compiled from referenceUSA.com and PADI.com

## Results and Discussion

The Results were presented to the Johnson Outdoors CEO Helen Johnson and her scuba analyses team.

SCUBAPRO offers the third largest catalog of soft-line products with 72, Cressi Sub tops the list with 88.

SCUBAPRO and SUBGEAR focus on function versus fashion:

- SCUBAPRO offers the 2nd least color options overall at an average of 3.13
- SUBGEAR offers the least color options out of any brand with an average of 2.39
- SCUBAPRO and SUBGEAR's wetsuits are slightly less colorful from the designated competitive set.
- SCUBAPRO wetsuits are more aligned visually with Oceanic
- SUBGEAR wetsuits are more aligned visually with Aqua Lung, Cressi, and Mares
- SCUBAPRO is rated 2nd and SUBGEAR is rated 3rd with the number of masks with color accents
- Aqua Lung has the most visually appealing snorkels, fins and masks.

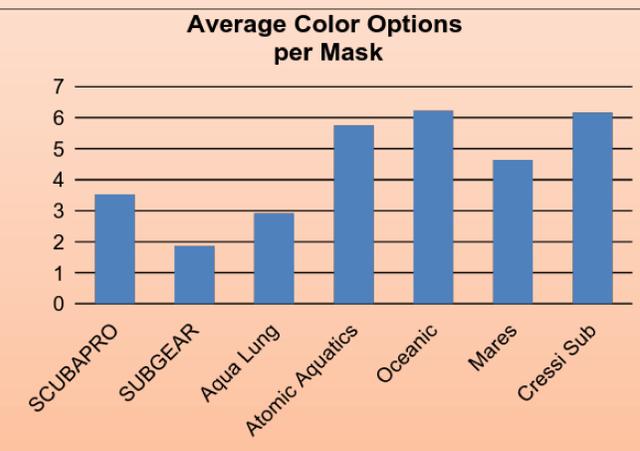


Figure 3. Color Options by product



Figure 1. Photo Analyses of Wetsuits

## Percentage of Snorkels with Colors

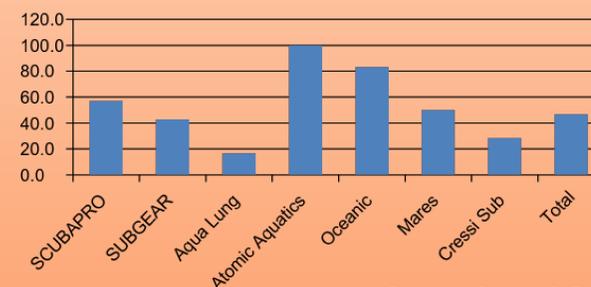
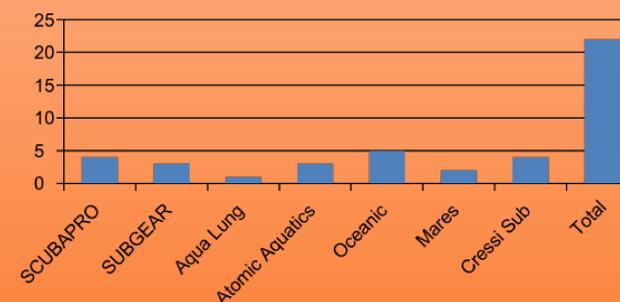


Figure 2. Snorkel Appearance Analyses

## Quantity of Snorkels with Colors



| Brand           | Colorful | Total Snorkels | %     |
|-----------------|----------|----------------|-------|
| SCUBAPRO        | 4        | 7              | 57.1  |
| SUBGEAR         | 3        | 7              | 42.9  |
| Aqua Lung       | 1        | 6              | 16.7  |
| Atomic Aquatics | 3        | 3              | 100.0 |
| Oceanic         | 5        | 6              | 83.3  |
| Mares           | 2        | 4              | 50.0  |
| Cressi Sub      | 4        | 14             | 28.6  |
| Total           | 22       | 47             | 46.8  |

## Acknowledgements & References

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1. Price data was compiled from LesurePro.com, and costumer data from referenceUSA.com and PADI.com

2. Audit Data was compiled from: <http://www.scubapro.com/en-US/USA/home.aspx>, <http://www.aqualung.com/us/>, <http://www.atomicaquatics.com/>, <https://www.oceanicworldwide.com/us/>, <https://www.mares.com/region.php>, <http://www.cressi.com/>